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ABSTRACT

Divided into nine sections, this reference guide provides sources of information on the dissemination and practice of distance education, access to programs and agencies concerned with distance learning and telecourses, and bibliographic citations for evaluation studies that have researched the effectiveness of telecourses as instructional tools. The first section mentions the large groups that have a major nationwide influence in telecourses. The second section contains titles of books that list telecourses and videotape series that can be made into telecourses. Producers and distributors who have telecourses or series that can be adapted to the telecourse format are listed in section three. Sections four through seven list newsletters, journals, a journal article, and books on distance education and telecourse technologies. Section eight cites evaluation studies and research papers, while section nine lists associations and conferences that cover distance education, learning resources, instructional technology, and telecourses. Although many of the resources are primarily concerned with the adult education and the community college level, at least one report (from New York State) focuses on distance education at the elementary and secondary levels. (DB)

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De Anza College

Foothill De Anza Community College District
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Resources for telecourses: a reference list

updated: March 12, 1990

compiled by:
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The author apologizes for any errors or omissions and would appreciate suggestions and corrections for future updates.

Part 1: The main players

These are the big groups that have a major nationwide influence in telecourses.

PBS - ALS
PBS Adult Learning Service
1320 Braddock Place
Alexandria, VA 22314-1698
(800) ALS-ALS8

contact: Will Philipp
(703) 739-5360

The Adult Learning Service is the educational service of PBS. ALS licenses and distributes telecourses produced by a variety of producers.

Annenberg/CPB (Corporation for Public Broadcasting)
901 E Street N.W.
Washington D.C. 20004
(800) LEARNER

contact: Joanne Grason
(202) 955-5253

Annenberg funds the production of telecourses and research in telecourses and alternative modes of instruction.

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The Telecourse People

The Telecourse People is a group of six, nonprofit producers/distributors of over 100 instructional video and audio course materials. (You may contact any of these groups for a **Telecourse People** catalog, which lists all programming available. Each group also has more detailed information about its own telecourses.)

The Telecourse People are:

- **Coast Telecourses**
  Coastline Community College
  11460 Warner Ave.
  Fountain Valley, CA 92708
  (714) 241-6109
  contact: Jim Le May

- **Dallas Telecourses**
  Dallas County Community College District
  4343 N. Hwy. 67
  Mesquite, TX 75150-2095
  (214) 324-7988
  contact: Bob Peterson

- **Great Plains National**
  P.O. Box 80669
  Lincoln, NE 68501-0669
  402-472-2007
  (800) 228-4630
  Contact: Larry Aerni

- **Miami-Dade Community College**
  Product Development and Distribution
  11011 SW 104th Street
  Miami, FL 33176
  (305) 347-2158
  Contact: Cindy Elliott

- **South Carolina Educational Television**
  P.O. Drawer L
  Columbia, SC 29250
  (800) 553-7752
  Contact: Mike Miller

- **Southern California Consortium**
  5400 Orange Ave., Suite 215
  Cypress, CA 90630
  (714) 828-5770
  Contact: Ham Maddaford

Part 2: Lists of Telecourses

These are books which list telecourses and videotape series which can be made into telecourses.

Film and Video Finder
1987
National Information Center for Educational Media (NICEM)
PO Box 40130
Albuquerque, New Mexico 87196
This is a directory of films and videos. Even though most listings are not telecourses, there are telecourses are listed. Volume I is a subject section and director of producers/distributors; Volumes II and III are the title sections. The directory of producers/distributors lists over 1,500 names and gives addresses for most, but no phone numbers. When listing telecourses, such as Coast's "Growing Years," a 24-word description is given with a listing of specific titles and running times. NICEM also publishes an **Audiocassette Finder** and specific topic finders.

The Guide
updated regularly
PBS Adult Learning Service
1320 Braddock Place
Alexandria, VA 22314-1698
(703) 739-5360
(800) ALS-ALS8

This is PBS/ALS's catalog of telecourses. It gives thorough descriptions of all telecourses which they license, arranged alphabetically. Descriptions include summaries for each title in a telecourse, plus licensing information. There is also promotional information, a resource file, and information on how ALS works. An example, Miami-Dade's "The Art of Being Human," is described in 10 pages, with one page devoted to print materials, two to course licenses and distribution rights, and five to descriptions of each of the 30 programs. In addition there are five pages devoted to this telecourse in the promotion section.

PBS also prints the **PBS Video Catalog**, which lists their video collection available for AV use.

ITC Catalog of Mass Media College Courses
Instructional Television Consortium, 1983
James Zigerell, ed
American Association of Community and Junior Colleges
One Dupont Circle, N.W., Suite 410
Washington, D.C. 20036

This is a book of about 100 telecourse listings divided by 9 topic areas. Each telecourse is described on one page which includes the title, producer, production date, description, production style, study materials, program titles and availability. Course descriptions are typically 30-40 words long.

Telecourse Inventory
Compiled by Hezel Associates , 1988
The Annenberg/CPB Project
1111 16th Street, NW
Washington, D.C. 20036
(202) 955-5251

This is a catalog in which "every attempt was made to include exhaustively all known quality telecourses available in North America. " Over 150 titles are listed, alphabetically by telecourse title, with descriptions, lesson titles, length of programs, academic area, level, medium, production date, ancillary materials, number of programs, producing institution, and

distributors. On the average, one page is devoted to every telecourse, with a one paragraph description. The WTTW/BBC telecourse "The Making of a Continent I and II," for example, is described in 113 words.

Telecourse Utilization Survey, Second Annual Report: 1986-1988 and First Annual Report: 1986-1987
A research project of the Instructional Telecommunications Consortium, American Association of Community and Junior Colleges, funded by Annenberg/CPB Project, prepared by Ron Brey, Director of Non-Traditional Instruction, Austin Community College. contact:
Ron Brey
P.O. Box 161161
Austin, TX 78716
512-483-7571

Pages 25-31 of the **2nd Annual Report** list over 350 telecourse titles and the institutions which produced them. The listings are alphabetical by telecourse title. There is no description given, nor are addresses and phone numbers of producers listed, but many can be looked up in other directories. *(Also listed under Part 8)*

Video Rating Guide for Libraries
ABC-CLIO, Inc.
130 Cremona Drive
Santa Barbara, California 93117
(805) 968-1911

This is a quarterly publication which contains more than 450 reviews of videotapes appropriate for libraries. Although there are not a lot of telecourses listed, in the premier Winter, 1990 issue, two titles from the 10-title Annenberg telecourse "Ethics in America" are reviewed. The review is about 500 words.

The Video Source Book, 1989
edited by David Weiner, 10th edition, Detroit: Gale Research Inc., 1988
A listing of over 54,000 programs currently available on video including the areas of education, business, science, and fine arts. When telecourses are included in this listing, all titles in the series are given. Descriptions are usually one sentence. Examples of telecourses included are: AMCEE's **Management**, Time-Life's America narrated by Alistair Cooke, Dallas County Community College's **America: The Second Century**, and Blackside's **Eyes on the Prize**. In addition, over 1,000 names, addresses, and phone numbers of producers/distributors are listed.

United States Distance Learning Association Clearinghouse
(415) 820-5845

The USDLA runs a computerized clearinghouse of distance learning programming, accessible 24 hours a day. This is a combined bulletin board and electronic mail system in which users can list their programs in pre-formatted abstracts which then become available for viewing by all other Clearing house users. Free to USDLA members; $150 annual charge to non-members.

Part 3: Other Producers/Distributors

While the Telecourse People, Annenberg/CPB, and PBS-ALS produce/distribute most of the popular telecourses that are used in community colleges, there are a number of other producers and distributors who have telecourses or series which may be able to be adapted to the telecourse format.

AMCEE (Association for Media-Based Continuing Education for Engineers)
500 Tech Parkway, N.W.
Atlanta, Georgia 30313-2446
(404) 894-7413, x 600

Ambrose Video
(212) 696-4545

American Federation of Arts Film/Video Program Catalog
41 East 65 Street
New York, NY 10021
(212) 988-7700

Arthur Young
1111 Summer Street
Stamford, CT 06905
(203) 326-8201

Beacon Films
930 Pitner Ave.
Evanston, IL 60202
312-328-6700; 800-323-5448

Blackside, Inc.
486 Shawmut Avenue
Boston, MA 02118
(617) 536-6900

Churchill Films
662 North Robertson Bl.
Los Angeles, CA 90069
(800) 334-7930

Coronet/MTI Film and Video
108 Wilmot Road
Deerfield, IL 60015-9990
(800) 621-2131

Films for the Humanities
PO Box 2053
Princeton, NJ 08540
(800) 257-5126

Films, Inc.
5547 N. Ravenswood Ave.
Chicago, Ill 60640-1199
800-323-4222, ex 43

Intellimation
P.O. Box 4069
Santa Barbara, CA 93140-4069
(805) 963-4221
(800) LEARNER

Journal Films and Video
(same address, phone as Beacon Films

KCET-TV
4401 Sunset Blvd.
Los Angeles , CA 90027
(213) 666-6500

KQED-TV
500 8th Street
San Francisco, CA 94103
(415) 864-2000

Landmark Films
(800) 342-4336

Lawren Productions, Inc.
(same address, phone as Beacon Films)

Magna Systems, Inc.
West Countyline 95
Barrington, Ill
60010
(312) 382-6477

MacNeil-Lehrer Productions
356 West 58th Street
New York, NY 10019
(212) 560-3145

Maryland Public Television
Program Circulation
Owings Mills, MD 21117
(301) 337-4232
Contact: Kathy Lawson

Nathan/Tyler Productions
PO Box 1102
Waltham, MA 02254
(800) 227-7703

National Geographic
17th & M Streets NW
Washington DC 20036
(800) 227-7703

Perennial Education, Inc.
(same address, phone as Beacon Films)

RMI Media Productions
2807 West 47th Street
Shawnee Mission, KS 66205
(800) 821-5480

Salenger Films
1635 Twelfth Street
Santa Monica, CA 90404
213-450-1300

South Carolina ETV
Drawer L
2712 Millwood Ave.
Columbia, S.C. 29250
(800) 553-7752

Time-Life Video
100 Eisenhower Drive
P.O. Box 644
Paramus, NJ 07653
(800) 526-4663

WETA-TV
P.O. Box 2626
Washington DC 20013
(800) 445-1964

WGBH-TV
125 Western Ave.
Boston, MA 02134
(617) 492-2777

WNET-TV
356 West 58th Street
New York, NY 10019
(212) 560-2000

WQED-TV
4802 Fifth Avenue
Pittsburgh, PA 15213
(412) 622-1300

WTTW-TV
5400 North St. Louis Ave.
Chicago, IL 60625
(312) 583-5000

WTVS-TV
7441 Second Boulevard
Detroit, MI 48202
(313) 873-7200

Wisconsin Foundation for Vocational, Technical and Adult Education (VTAE)
2564 Branch Street
Middleton, Wisconsin 53562
(608) 831-6313

Part 4: Newsletters

The Agenda
PBS Adult Learning Service
1320 Braddock Place
Alexandria, VA 22314-1698

Coast Communicator
Coastline Community College
11460 Warner Avenue
Fountain Valley, CA 92708-2597

ETV Newsletter
Charles Tepfer, Publisher
P.O. Box 597
Ridgefield, CT 06877
(203) 454-2618
$175 annually
The bi-weekly news report of educational and public television and instructional technologies.

Learning Channel Update
The Learning Channel
1525 Wilson Blvd.
Rosslyn, VA 22209

Open Channels
Dallas Telecourses
4343 N. Highway 67
Mesquite, TX 75150-2095

PBS Video News
Newsletter for PBS Video
13420 Braddock Place
Alexandria, VA 22314-1698

5: Journals/Periodicals

The American Journal of Distance Education
American Center for the Study of Distance Education
College of Education
Rackley Building
The Pennsylvania State University
University Park, PA 16802
(814) 863-3764
3 issues a year
$50/year (regular)
$25/year (personal - mailed to home address, prepaid by personal check)

This professional journal was created to disseminate information and act as a forum for criticism and debate about research and practice of distance education in the Americas. The focus of this journal is on the role of print, electronic, and telecommunications media and multimedia systems in the delivery of higher and continuing education for adults, especially in this region of the world. Typical issues contain an editorial, several articles, and a features section with book, media, or software reviews and interviews.

Sample titles of articles from recent issues:
- Issues in the Management of Distance Education

- Faculty Rewards and Instructional Telecommunications: A View from the Telecourse Faculty
- The Comparative Effectiveness of Videotape, Audiotape and Telelecture in Delivering Continuing Teacher Education
- Foreign Language Study by Correspondence: Who and Why?

Current
2311 18th Street N.W.
Washington, D.C. 20009

This is a monthly newspaper format publication for people in public telecommunications. It has columns and articles on educational television, legislation, production, and fundraising.

Ed
The Distance Education Network Report
Applied Business teleCommunications
Box 5106
San Ramon, CA 94583
(415) 820-5563
$100/yr., includes membership in USDLA

Although this periodical is primarily aimed for teleconferencing rather than telecourse coordinators, there are some items of interest. Most issues contain a calendar of distant learning events (conferences for those interested in distant learning) and programs for distant learners (teleconferences on a variety of subjects).

Sample titles of articles from recent issues:
- University of Maine Interactive Television System
- The Electronic Video Classroom: Lehigh University
- The Computer Integrated Campus Education Programs at Saybrook Institute Graduate School and Research Center

THE Journal: Technological Horizons in Education
PO Box 15126
Santa Ana, CA 92705-0126
(714) 261-0366

Has occasional articles about telecourses, such as "Telecourses have Designs on You," "The Administration of a Telecourse Operations Department and the Interface between the Student, Instructor and College Campus" (1977), and "An Evaluation of Telecourse Achievement at Saddleback College" (1984). Also has articles about new technologies we may be using in our telecourse programs such as "Lights, Camera, Reaction! The Interactive Videodisc: A Tool for Teaching Chemistry" (1989).

Tech Trends
Published by the Association for Educational Communications & Technology
(see address under associations)

Has occasional relevant articles such as "Distance Education and Academic Policy: Making it All Fit" by Barry Willis in the May/June, 1989 issue. Also publishes **Educational Technology Research and Development**

Part 6: Journal Articles

There are hundreds of journal articles on telecourses and distance learning: too many to list here. However they can easily be found by performing a search or by looking at the references given for many of the listings mentioned here. I feel, however, there is one which is worth mentioning because it so directly relates to the telecourse coordinator's job:

"Telecourses: 20 Myths 21 Realities," by Bernard Luskin, Community and Junior College Journal, May 1983.

This article lists the common myths that telecourse administrators hear often (such as "telecourses will replace classroom teachers"), and gives ammunition, backed by research with which to fight back.

Part 7: Books

Adult Learning and Public Broadcasting
edited by Marilyn Kressel, 1980, 66 pages
American Association of Community and Junior Colleges
One Dupont Circle, N.W.
Washington, D.C. 20036

This is a collection of five reports of a project conducted by the AACJC with support from the Fund for the Improvement of Postsecondary Education. The five reports are:

- Instructional Uses of Television by Two-Year Colleges
- Community College and Television Station Collaborations: What Makes them Work?
- Federal Policy Issues Affecting Instructional Television at the Postsecondary Level
- Towards Greater Cooperation between Community Colleges and Public Television Stations to Serve Adult Learners -- Report of the Assembly
- A National Dialogue: Public Broadcasting, Community Colleges and the Adult Learner

Advances in Instructional Technology
edited by George H. Voegel, 1986, 101 pages

New Directions for Community Colleges, Number 55, Fall 1986
Jossey-Bass Inc., Publishers
433 California Street
San Francisco , CA 94104

The purpose of this volume is to provide perspective on the adjustments made to the use of technology in instruction since the mid 1970s, and to help community college educators improve their understanding of the ways in which instructional technology can contribute to effective instruction and set new directions for the teaching-learning process. Chapter titles include:

- Telecourses: Using Technology to Serve Distant Learners
- Satellites Stop Beeping and Start Teaching
- Change through Cooperation: The NILRC Model
- Copyrights Revisited
- Sources and Information: Instructional Technology at Community Colleges

Distance Education: An Information Age Approach to Adult Education
by James Zigerell, 1984, 69 pages
ERIC Clearinghouse on Adult, Career, and Vocational Education
National Center for Research in Vocational Education
The Ohio State University
1960 Kenny Road
Columbus, Ohio 432210
(800) 848-4815

This study provides an extensive review of the literature on distance education and an examination of representative distance education projects and institutions in the United States and abroad, emphasizing those using telecommunications technologies. Sample chapter titles include:

- The Information Age and Adult Education
- Theories of Distance Learning
- The Distance Learner
- Broadcasters and Adult and Distance Education in the United States
- The Telecourse and the Instructional Designer
- The Rise of Instructional Telecommunications Consortia
- The British Open University

A Guide to Telecourses and their Uses
by James Zigerell, 1986, 54 pages
Coast Telecourses
11460 Warner Ave.
Fountain Valley, CA 92708-2597
(714) 241-6109

This guide provides fundamental information on telecourse design and use, and describes the experiences of successful telecourse users. Chapter headings are:

- The Telecourse
- Telecourse Students and their Needs
- Advantages of Telecourse Use
- Getting a Telecourse to its Audience
- Acquiring a Telecourse
- Managing the Telecourse
- The Administrator and Telecourse Management
- Commitment: The Yeast in the Mixture

Reaching New Students through New Technologies
edited by Leslie Noble Purdy for the Coast Community College, 1983, 433 pages
Kendall/Hunt Publishing Company
Dubuque, Iowa

This books presents articles, speeches, research findings and reports about the use of telecourses which together provide a broad picture of the state of instructional television for adults. It also identifies various issues in instructional television and presents differing views on these issues. The 50 articles are under section titles:

- Growth in the Use of Telecourses
- Design and Production of Telecourses
- Case Studies
- Offering Telecourses
- The Telecourse Student/Viewer
- Evaluation of Telecourses
- Broadcasting and Distribution of Telecourses

Teaching Telecourses: Opportunities and Options
A Faculty Handbook
prepared by Toby Kleban Levine
Annenberg/CPB Project and Public Broadcasting Service

Annenberg/CPB
1111 Sixteenth Street, NW
Washington, DC 20036
(202) 955-5251

PBS/Adult Learning Service
1320 Braddock Place
Alexandria, VA 22314-1698
(800) ALS-ALS8

This handbook was created to assist telecourse faculty in assessing the value of television courses for students and in utilizing the materials most effectively. It examines how television courses are developed and how they compare to other forms of instruction, what is involved in teaching television courses, and how they are adopted and used by colleges and universities. Chapter titles include:

- How Do Telecourses Compare to other Types of courses?
- What Assistance can be Expected from the Telecourse Faculty Manual?
- What Latitude is there for Adapting the Telecourse?
- What is a Telecourse License, What does it Allow, and What does it Cost?

Telelearning Models: Expanding the Community College Community
edited by James Zigerell, 1986, 73 pages
American Association of Community and Junior Colleges
National Center for Higher Education
Suite 410, One Dupont Circle, NW
Washington, D.C. 20036

This is a collection of nine case studies showing how colleges, alone or in partnerships, use new delivery systems to reach a variety of student clienteles. Articles include:

- Teleconferencing: The Homebound Project at Rio Salado College
- Audiocassette: A Literature Course from the Bay Area Community College TV Consortium
- Videocassette: Telecourses from the Northern Illinois Learning Resources Cooperative
- Videodisc: A Report on Science Laboratory Simulations
- Slide/Tape Modules: Developing Learning Materials in the North Carolina Rural Renaissance Consortium
- Educational Access Cable: The Telecommunications System at Kirkwood Community College
- Television: A Computer Course by TV Ontario Academy
- Satellite: The "Learning System" in British Columbia
- Multimedia: The College of the Air at Mercer County Community College

Using Mass Media for Learning
edited by Roger Yarrington, 1979, 89 pages
American Association of Community and Junior Colleges
One Dupont Circle, N.W., Suite 410
Washington, D.C. 20036

The focus of this book is on telecourses, and while dated, still provides some relevant information. Chapters include:

- A Brief Historical Survey
- Working with Broadcasters
- Serving the Adult Learner
- The Economics of Television-Centered Courses
- Forming College Television Consortia
- Telecourse Design, Development, and Evaluation
- Role of the Faculty in Mass Media Courses
- Communicating with Distant Learners
- Effective Community Promotion of Telecourses

Video Vision. A Publication on Instructional Television, Video Production and Distance Learning
by the University of the State of New York, 1987, 70 pages
available from ERIC Reports (ED 286 468)

This publication addresses three applications of video in New York schools. In the distance learning section, the various existent and emerging capacities that are being used to deliver a wide range of educational services are discussed, and the implications which distance learning has for education beyond the traditional classroom.

What Every Principal, Teacher and School Board Member Should Know about Distance Education
by Virginia A. Ostendorf, 1989, 85 pages, $30
P.O. Box 2896
Littleton, CO 80161-2896
(303) 797-3131

This book, like others by Ostendorf, primarily address "teleclasses" and teleconferencing rather than telecourses. Still, telecourse coordinators may find them useful. Other titles are: **Teaching through Interactive Television, Teletraining Directory** (a listing of over 270 user organizations, 200 instructors, and 100 vendors involved with distance teaching)and **Tips for On-Camera Presenters.**

Part 8: Evaluations/Studies/Papers

Academic Procrastination and Distance Education
Thomas W. Wilkinson
Director of Learning Resources
New River Community College
PO Drawer 1127
Dublin, Virginia 24084
(703) 674-3600

One of the main areas of concern in distance education is academic procrastination. This study investigates the act of needlessly postponing beginning and/or completing academic tasks by distant learners.

The Adoption and Utilization of Annenberg/CPB Project Telecourses: Executive Summary
Annenberg/CPB Project, 1986, 3 pages, free
Excerpted from a report by ELRA Group, Inc.

This survey of college faculty and administrators examined the decision making process for adopting telecourses, the ways these courses were used once adopted, how telecourses are perceived compared to regular courses, and factors related to successful use of telecourses.

Developing Distance Education
Papers submitted to the 14th ICDE World Conference in Oslo, Aug 9-16, 1988
International Council for Distance Education
compiled by David Sewart and John S. Daniel, Sweden, 1988, 458 pages

A collection of over 100 papers from all over the world presented at the conference. While devoted to distance teaching and not telecourses, it is an impressive volume which may be of interest to telecourse coordinators. Titles include:

- Distance Teaching and Credit Transfer
- Continuing Education. New needs and challenges for Distance Studies
- Women in Distance Education
- Helping Behaviors of Learners in a Telephone-based Instruction Group
- The Potential Contribution of Distance Education for Improving Academic Teaching in Conventional Universities

Evaluating Learning in Telecourses: Executive Summary
by William B Michael and Lisa Knapp-Lee, 1985, 15 pages
Coastline Community College
Fountain Valley, California

The effectiveness of the telecourse program offered at Coastline Community College was evaluated during one semester. A comparison was made between students in each of six different telecourses and those in each of six corresponding regular classroom offerings from the standpoints of similarities and differences of demographic, personal and life-history characteristics and comparative levels of performance on a standardized achievement test judged appropriate to the learning and content objectives of each course.

Evaluating Student Outcomes from Telecourse Instruction: Executive Summary
Annenberg/CPB Project, 1986, 12 pages, free
Excerpted from a report by Richard J. Shavelson, Cathleen Stasz, Steven Scholssman, Noreen Webb, John Y. Hotta, and Sandra Goldstein

This study addressed three questions about evaluating student outcomes from telecourse instruction: which designs are best suited to evaluate student outcomes? To what extent do two telecourses result in students acquiring new knowledge and skills and is this learning exchangeable for what students in traditional courses learn? And , given time and methodological constraints, is it feasible to evaluate student outcomes in telecourses?

Faculty and Administrator Use of Annenberg/CPB Project Video Courses: Executive Summary
Annenberg/CPB Project, 1986, 18 pages, free
Excerpted from a report Robert T. Blackburn and Terry Ging, University of Michigan

The objective of this research was to determine what factors led college faculty and administrators to adopt, or not adopt telecourses. Questions asked were: what types of institutions are most likely to offer these courses? What types of faculty are most interested in using the courses? And what factors related to the telecourses, the individual user, or the user's institution determine whether a specific telecourse will be offered by a particular faculty member in a particular institution?

Faculty Perspectives on the Role of Information Technologies in Academic Instruction: Executive Summary
Annenberg/CPB Project, 1985, 4 pages, free
Excerpted from a report by Raymond J. Lewis

This study focuses on the instructional role of computer, video and audio technologies at the collegiate level. Its purpose is to understand to what extent and in what ways faculty see these electronic technologies contributing to the solution of important instructional problems.

Pre-Adoption Evaluation Instrument for Telecourses
Carla Lane
University of Missouri-St. Louis
Video Instruction Program
355 Marillac Hall
8001 Natural Bridge Road
St. Louis, MO 63121
314-553-6196

An evaluation form was developed for telecourse coordinators to use before adopting telecourses. The process of developing the form is written up in "A Selection Model and Pre-Adoption Evaluation Instrument for Video Programs" in the Vol. 3, No. 3, 1989 issue of **The American Journal of Distance Education**.

Research on Student Uses of the Annenberg/CPB Telecourses in the Fall of 1984: Executive Summary
Annenberg/CPB Project, 1985, 16 pages, free
Excerpted from a report by Research Communications, Ltd.

This report examines student response to their telecourse experience: what factors influenced students' decisions to take and/or drop a course, how they used the materials available to them, how effective they found these materials to be, and how this course experience compared to other college course experiences.

Some Principles and Strategies for Telecourse Marketing
Compiled by Richard T. Hezel
Annenberg/CPB, 27 pages, free

This booklet gives marketing principles (such as "Know your Customers" and "How to Segment Your Market"), marketing strategies (such as "Learn about the Competition" and "Form Liaisons with Local Corporations") and promotion ideas from telecourse coordinators (such as developing mailing lists for target populations and newspaper articles.)

Student and Faculty Assessment of Annenberg/CPB Telecourses: Executive Summary
Annenberg/CPB Project, 1988, 14 pages, free
Excerpted from a report by Research Communications, Ltd.

The experience of students taking and faculty members teaching a telecourse is described through assessing the telecourse components, evaluating response to the telecourse as a whole, and interest in future telecourse enrollment or teaching.

Student Satisfaction with Independent Study: Spring 1988 Program Evaluation
Research sponsored by the Non-Traditional Instruction Office, Austin Community College
by Charles Grigsby and Ron Brey, 1988

An evaluation of an Independent Study Program designed to identify objectively the strengths and potential areas of improvement in the program. Program support services, course characteristics, and student characteristics were examined in relation to student satisfaction with the courses. Five factors were found to account for the variance in student satisfaction, and 27 recommendations are provided.

Student Uses of Correspondence Courses and a Comparison with Uses of Telecourses: Executive Summary
Annenberg/CPB Project, free
Excerpted from a report by Research Communications, Ltd.

A Study of Telecourse Students: Executive Summary
Annenberg, 1984, 5 pages, free
Excerpted from a report by Ronald Brey and Charles Grigsby, Austin Community College.

This study surveyed 8,000 students enrolled in 42 telecourses at colleges and universities across the United States and reports the findings. Covers student demographics, reasons for enrolling, and the most effective ways to promote telecourses.

Telecourse Enhancement through Electronic Mail: Executive Summary
Annenberg/CPB Project, 1987, 20 pages, free
Final Report by The Open University, The University of South Florida

This study explores the feasibility and advantages of using electronic mail to enhance a television course to overcome the potential isolation of students.

Telecourse Design and Needs Assessment Survey: Executive Summary
Annenberg/CPB Project, 1988, 12 pages, free
Excerpted from a report by Sally V. Beaty

These are the results of a survey in which institutions which used or might possibly use college-level telecourses were asked questions about telecourse design and content. An extensive portion of the survey asked respondents which telecourse subjects they thought were particularly needed.

Telecourse Evaluation
from The Office of Planning and Research at Cuyahoga Community College, 1989, 77 pages

This evaluation focuses on the effectiveness of telecourses as an instructional tool at Cuyahoga Community College. Data collected includes demographic information, reasons students enroll in telecourses, and what instructional parts contribute most to the student's understanding of the subject matter. Also included are suggestions of what the College can do to make the telecourse program even more effective, such as providing a testing center on each campus, expanding advertising, and expanding offerings.

Telecourse Design and Needs Assessment Survey: Executive Summary
Annenberg/CPB Project, 1988, 12 pages, free
Excerpted from a report by Sally V. Beaty

Telecourse Utilization Survey, Second Annual Report: Fall 1986-Summer 1988 Semesters
prepared by Ron Brey, Austin Community College
A research project of the Instructional Telecommunications Consortium, AACJC, funded by Annenberg/CPB Project. Data was collected on the utilization of telecourses for college credit instruction for distant learners.
contact: Ron Brey
P.O. Box 161161
Austin, TX 78716
512-483-7571

Part 9: Associations/Conferences

Association for Educational Communications & Technology (AECT)
1126 16th Street, NW, Suite 310
Washington, DC 20036
(202) 466-4780

Community College Association for Instruction and Technology
contact:
Dr. George Voegel
Wm. Rainey Harper College
Algonquin & Roselle Rds.
Palatine, Illinois 60067

Delivering Education in the Information Age (conference)
contact: Wisconsin Board of Vocational, Technical & Adult Education

Instructional Telecommunications Consortium (ITC)
AACJC
One Dupont Circle, N.W.
Suite 410
Washington, DC 20036

The ITC is an association of two-year community colleges and other postsecondary institutions that use -- or plan to use -- telecommunications technologies in their instructional and community service programs. It operates at both the national and regional levels, with a primary goal of helping institutions utilize instructional telecommunications effectively.

International Council for Distance Education (ICDE) (association)
Gjerdrums vei 12
N-0486 Oslo 4
Norway
ICDE is the coordinating body for international distance education, and is affiliated to UNESCO. It has members in more than 60 countries. It is the goal of the Council to undertake coordination of distance education activities between institutions, and national and regional organizations. World conference meets every two years.

Learning Resources Association of California Community Colleges: Learning Resources Conference

Telecourse Conference
Contact The Telecourse People

United States Distance Learning Association (USDLA)
This organization is devoted to the application of distance learning to both education and corporate training.
(415) 820-5845